Step 1: Finding journalists

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding the right reporters

- Keep yourself up to date with your industry by reading the newest articles from popular or smaller outlets
- **Make sure you know what's happening in your industry and who writes about it**
- Search and then list out the most popular outlets in your industry, follow them on social media or subscribe to their email newsletter
- Check out alltop.com, which combines all the top blogs and outlets on a given subject
- When you find articles that you like and are relevant to your business, look at the name of the reporter
- **You have a better chance at being noticed if you pitch the writer instead of the outlet**
- List out the reporters who write about products like yours
- Find them on Twitter and contact them
- You can use tools like BuzzStream or JustReachOut to save time when looking for reporters in your industry